## BLAKELY SOKOLOFF TAYLOR & ZAFMAN LLP

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## FACSIMILE COVER SHEET

| Deliver to: Susanna M. Diaz, USPTO                            | Art Group: 3623  Date: November 5, 2002   |  |  |  |  |  |
|---|---|--|--|--|--|--|
| Facsimile No.: 703 305-7687 From: Julio Loza, Reg. No. 47,758 |   |  |  |  |  |  |
| Our Docket No.: 42390P4072                                    | Number of pages19_including this sheet.   |  |  |  |  |  |
| opplication No.: 08/882,197                                   | Filing Date: 6/25/1997  |  |  |  |  |  |
|   | Docket Due Date(s): 10/26/2002 11/26/2002   |  |  |  |  |  |
| nclosed are the following documents:                          | And a service of the |  |  |  |  |  |
| Amendment: After Final  | Issue Fee Transmittal   |  |  |  |  |  |
| ☐ Appeal Brief (in triplicate) (pgs)                          | Notice of Appeal  |  |  |  |  |  |
| Application:  | Petition for:   |  |  |  |  |  |
| (pgs) w/cover & abstract)                                     | □ Request for Continued Examination (RCE)   |  |  |  |  |  |
| Assignment & Cover Sheet (pgs)                                | Reply Brief (pgs)   |  |  |  |  |  |
| Certificate of Eacsimile                                      | Request & Certification Under 35 USC 122(b)(2)(B)(I)  |  |  |  |  |  |
| □ Continued Prosecution Application (CPA)                     | Request to Rescind Previous Nonpublication Request  |  |  |  |  |  |
| □ Declaration & POA (pgs)                                     | ☐ Response to Notice of Missing Parts & Formalities Letter  |  |  |  |  |  |
| ☐ Drawings:sheets, figures                                    | Response to Written Opinion (pgs)   |  |  |  |  |  |
| Extension of Time:  | ☐ Terminal Disclaimer   |  |  |  |  |  |
| Fee Transmittal (in duplicate)                                | ☐ Transmittal of Publication Fee Due  |  |  |  |  |  |
| DS & PTO/SB/08 ( pgs)   | ☐ Transmittal Letter  |  |  |  |  |  |
| Other Change of Correspondence Address                        |   |  |  |  |  |  |

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Sulivan

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PTO/SB/21 (08-00)
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|  |   |                        | Application No.  | 08/88       | 2,197  |  |  |  |  |
|--|---|------------------------|--|-------------|--|--|--|--|--|
| TRANSMITTAL FORM (to be used for all correspondence after initial filing)  |   | Filing Date            | June   | 25, 1997    |  |  |  |  |  |
|  |   | First Named Inventor   | Paul Greer   |             |  |  |  |  |  |
|  |   | Group Art Unit         | 3623   |             |  |  |  |  |  |
|  |   | Examiner Name          | Susar  | ına M. Diaz |  |  |  |  |  |
| Total Number of Pages in This Submission 19  |   | Attorney Docket Number | 4239   | 0P4072      |  |  |  |  |  |
| ENCLOSURES (check all that apply)  |   |                        |  |             |  |  |  |  |  |
|  |   | ` <u> </u>             |  |             | After Allowance Communication to Group                     |  |  |  |  |
| Fee Transmittal  | Assignment Papers (for an Application)                    |                        | lication)  |             |  |  |  |  |  |
| Fee Attac  | hed   | Drawing(s)             | 1  |             | Appeal Communication to Board of Appeals and Interferences |  |  |  |  |
| Amendment / Re   | esponse   | Licensing-             | ensing-related Papers Appeal Communication (Appeal Notice, Brief |             |  |  |  |  |  |
| After Fina Affidavits  | il<br>(declaration(s)                                     | Petilion               |  |             | Proprietary Information                                    |  |  |  |  |
| Extension of Tim   |   | Petition to Provisiona | Convert a<br>Application   |             | Status Letter  |  |  |  |  |
| Express Abando   | nment Request   | Power of A Change of   | attorney, Revocation<br>Correspondence Address                   |             | Other Enclosure(s)<br>(please Identify below):             |  |  |  |  |
| Information Disc   | losure Statement  | Terminal 0             | Disclaimer   |             | Change of Correspondence                                   |  |  |  |  |
| Certified Copy o   | f Priority  | Request fo             | r Refund   | 1 1         | ransmittal Sheet   |  |  |  |  |
| Response to Mis  |   | CD, Numb               | er of CD(s)  |             |  |  |  |  |  |
| Response Parts und 1.52 or 1.  | e to Missing<br>ler 37 CFR<br>53                          | Remarks                |  |             |  |  |  |  |  |
|  |   |                        |  |             | ,  |  |  |  |  |
|  | SIGNATUR  | E OF APPLICA           | NT, ATTORNEY, OR A   | GENT        |  |  |  |  |  |
| Firm   | Julio Loza, Reg   | g. No. 47,758          |  |             |  |  |  |  |  |
| or<br>Individual name  | or Individual name BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP |                        |  |             |  |  |  |  |  |
| Signature  | · Julia Loza  |                        |  |             |  |  |  |  |  |
| Date   | November 5,   | 2002                   | <i>U</i>   |             |  |  |  |  |  |
|  |   |                        | LING/TRANSMISSION  |             |  |  |  |  |  |
| I heraby certify that this correspondence is being transmitted via facsimile under 37 CFR §1.8 on:  November 5, 2002 |   |                        |  |             |  |  |  |  |  |
| Typed or printed na  | ame Pat Sulfiyar  | 1 / .                  |  |             |  |  |  |  |  |
| Signature  | Ya  | ( Jule                 | ivan.  | Date        | November 5, 2002   |  |  |  |  |

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary capending upon the heads of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Tracement Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

PTO/SB/17 (10-02)
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| FEE TRANSMITTAL   | <u> </u>                                |  |            | Complete II N  |                     |                |  |
|---|---|--|------------|--|---------------------|----------------|--|
| FEE I KANSIVII I AL   | Application Number                      |  |            | 08/882,197   |                     |                |  |
| for FY 2003   | Filing Da                               |  |            | June 25, 1997  |                     |                |  |
| Potent leas are subject to annual revision  | First Na                                |  |            |  | Этеет               |                |  |
| Applicant claims small entity status. See 37 CFR 1.27.  | Examine                                 | r Name   |            | Susan  | na M. Diaz          | <u> </u>       |  |
|   | Group/A                                 | rt Unit  |            | 3623   |                     |                |  |
| TOTAL AMOUNT OF PAYMENT (\$) 0.0  | 00 Attorney                             | Docket   | No.        | 42390  | P4072               |                |  |
|   |   | _  |            |  |                     |                |  |
| METHOD OF PAYMENT (check one)   | 3. ADDITI                               | ONAL I   |            | E CALCULATIO   | N (continued        | i)             |  |
|   | 3. ADDITI                               | UNAL   | FES        |  |                     |                |  |
|   | Large Entity                            | Smal   | I Entity   | _  |                     |                |  |
| Depas-I Account   | Fee Fee                                 | Foo  | Foo        |  |                     | Fee Pak        |  |
| Deposit   | Code (6)                                | Code   | <b>(S)</b> | ,  | Description         | - reerea       |  |
| Account 02-2666   | 1051 130                                | 2051   | 65         | Surcharge - late filing for  |                     | ļ              |  |
| Constitution  | 1052 50                                 | 2052   | 25         | Surcharge - tate provisional filing fee of   |                     |                |  |
| Account Blakely Sokoloff, Taylor & Zafman LLP   | 2053 130                                | 2053   | 130        | Non-English specification  | on.                 |                |  |
| (19611)   | 2053 130<br>1812 2.520                  | 1812   |            | For Iting a request for a  |                     | ion 🗀          |  |
| The Commissioner is authorized to: ( check all that apply)  | 1804 9201                               | 1804   | 920 *      | Requesting publication   |                     |                |  |
| Charge (eq(s) indicated below Credit any overpayments   | ,,,,,                                   |  |            | Examiner action  |                     |                |  |
| Charge any additional fee(z) required under 37 CFR §\$ 1.16, 1.17, 1.18 and 1.20.                 | 1805 1,840                              | 1805   | 1.840      | Requesting publication<br>Examiner action  | of SIR after        |                |  |
| Charge fee(s) indicated balow, except for the filling fee to the above-identified deposit account | 1251 110                                | 2251   | 55         | Extension for reply with   | n first month       |                |  |
| FEE CALCULATION   | 1252 400                                | 2252   | 200        | Extension for reply with   | in second month     |                |  |
|   | 1253 920                                | 2253   | 480        | Extension for reply with   | in third month      |                |  |
| 1. BASIC FILING FEE   | 1254 1,440                              | 2254   | 720        | Extension for reply with   | in faurth month     |                |  |
| Large Britty Small Emily Fee                                  |   | 2255   | 980        | Extension for reply with   | in fifth month      | <del></del>    |  |
| Fon Fee Fee Fee Foo Constitution Fee Paul   Fee Paul   Code (S)                                   | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, |  | 160        | Notice of Appeal   |                     | <b>├</b> ─     |  |
| 1001 740 2001 370 Utility filling fee   | 1404 320                                | 2401   |            | •  | ad an manasal       | <b> </b>       |  |
| 1002 330 2002 165 Design filing fee   | 1402 320                                | 2402   | 160        | Fling a brief in support   |                     | ļ              |  |
| 1003 510 2003 255 Plant filing fee  | 1403 280                                | 2403   | 140        | Request for oral heartn  |                     |                |  |
| 1004 740 2004 370 Reissue filing fee  | 1451 1.510                              | 2451   | 1.510      | Petition to institute a pi   |                     | " <u> </u>     |  |
| 1006 180 2005 80 Provisional filing fee   | 1452 110                                | 2452   | 55         | Petition to revive - una   | voidable            |                |  |
|   | 1453 1,280                              | 2453   | 640        | Petition to revive - Unit  | kenulonai           |                |  |
| SUBTOTAL (1)  | 1501 1.280                              | 2501   | 640        | Utifity issue fee (or reis   | suc)                |                |  |
| 2. EXTRA CLAIM FEES Date fee from   | 1502 460                                | 2502   | 230        | Design issue fee   |                     |                |  |
| 2. EXTRA CLAIM PEES <sub>Date</sub> fee from Chime boxton Fee Paid                                | 1503 620                                | 2503   | 310        | Plant issue foe  |                     | [              |  |
| Total Claims 51 51" 0 x 18.00 = \$0.00  | 1460 130                                | 2460   | 130        | Petitions to the Comm  | issioner            |                |  |
| Independent 3 5° = 0 x 84.00 = \$0.00   | 1807 50                                 | 1807   | 50         | Prosessing (na under 3   | 7 CFR 1.17(q)       |                |  |
| Claims 3 5 5 5 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6  | 1808 180                                | 1806   | 180        | Submission of Informs  | tion Disclasura Str | nt             |  |
|   | 8021 40                                 | 8021   | 40         | Recording each patent  | assignment per      |                |  |
| Large Entity Small Entity   | 302. 40                                 | ""   |            | property (times number   | r of properties)    |                |  |
| Fee Fee Pos Fee Fee Description Code (6)  | 1809 740                                | 1809   | 370        | Filing a submission .:fti<br>(37 CFR § 1.129(a))   | er final rejection  |                |  |
| 1202 18 2202 9 Claims in excess of 20<br>1201 84 2201 42 Independent claims in excess of 3        | 1810 740                                | 2810   | 370        | For each additional investment of the first factor of the first fa |                     |                |  |
| 1203 280 2203 140 Multiple Dependent claim, If not paid   |   |  | e=-        | Request for Continued  |                     | , <del> </del> |  |
| 1204 R4 2204 42 "Relsaue Independent claims over original   | 1801 740                                |  | 370        | •  |                     | "              |  |
| bareur  | 1802 800                                | 1802   | 900        | Request for expedited<br>of a design application   |                     |                |  |
| 1205 18 2205 9 **Reissue claime in excess of 20 and over original patent                          | Other fee (spec                         | (y)  | _          | 1.   |                     |                |  |
| SUBTOTAL (2) (5) 0.00   | i                                       |  |            |  |                     | Cas.           |  |
| *for number previously peld, if greater, For Reissues, see below                                  | *Reduced by Book                        | ducated by Blanck Piling Fee Poid SUBTOTAL (3) |            |  | (3)                 |                |  |
| Separate History and policy   |   |  |            |  |                     |                |  |
| SUBMITTED BY  | Posiete                                 | etion No                                       | -1-        |  |                     |                |  |
| Name (Preu/Type) Julio Loga   | (Attorney)                              |  | ,          | 47,758   | Telephone           | (714) 557-380  |  |
|   |   |  |            |  | 5-4-                | 11/05/02       |  |
| Signature MA in The   | ~~_                                     |  |            |  | Date                | 11/05/02       |  |

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NO. 4334 P. 6

Our Docket No.: 42P4072

RESPONSE UNDER 37 C.F.R. 1.116 EXPEDITED PROCEDURE **EXAMINING GROUP 3623** 

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Greer et al.

Application No.: 08/882,197

Filed: June 25, 1997

For: USER DEMOGRAPHIC PROFILE

DRIVEN ADVERTISING

**TARGETING** 

Examiner: Susanna Meinecke Diaz

Art Group: 3623

**RESPONSE AFTER FINAL** 

**BOX RAF** Commissioner for Patents Washington, DC 20231-9999

Sir:

In response to the outstanding Final Office Action, mailed August 26, 2002, please consider the following claims and remarks:

08/882,197

In re Greer et al.